

## **ABSTRACT OF THE DISCLOSURE**

Visualizing Internet web traffic is disclosed. In one embodiment, a number of windows are displayed, corresponding to a number of clusters into which users have been partitioned based on similar web browsing behavior. The windows are ordered from the 5 cluster having the greatest number of users to the cluster having the least number of users. Each window has one or more rows, where each row corresponds to a user within the cluster. Each row has an ordered number of visible units, such as blocks, where each block corresponds to a web page visited by the user. The blocks can be color coded by the type of web page they represent. In one embodiment, the corresponding cluster 10 models for the clusters are alternatively displayed in the windows.